

ORDER



KSDK

Orders
Order / Rev: 719007
Alt Order #: 06356597
Product Desc: AKIN FOR SENATE
Estimate: 2776
Flight Dates: 09/29/12 - 10/02/12
Original Date / Rev: 09/28/12 / 09/28/12
Order Type: Political

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Strategic Media Placement LLC
Buying Contact:
Billing Contact:
 3946 North Hampton Drive
 Powell, OH 432065

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Akin,T/R/Senate
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	3	\$1,550.00	\$1,317.50
10/01/12	10/02/12	8	\$7,950.00	\$6,757.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	3	\$1,550.00	\$1,317.50	0.00
October 2012	8	\$7,950.00	\$6,757.50	0.00
Totals	11	\$9,500.00	\$8,075.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	10/01/12	10/02/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	MT-----	:30	2	\$675.00	P-2	0.00	NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	MT-----			2		\$675.00		0.00				
2	KSDK	10/01/12	10/02/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	MT-----	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	MT-----			2		\$1,000.00		0.00				
3	KSDK	10/01/12	10/02/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	MT-----	:30	2	\$1,100.00	P-3	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	MT-----			2		\$1,100.00		0.00				
4	KSDK	10/01/12	10/02/12	LN (M-F) LN (M-F)	CM	10-1035p	MT-----	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	MT-----			2		\$1,200.00		0.00				
5	KSDK	09/30/12	09/30/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S			1		\$600.00		0.00				
7	KSDK	09/30/12	09/30/12	NC5 at 5P Sun News Channel 5 at 5P Sun	CM	5-530P	-----S	:30	1	\$675.00	P-2	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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7	KSDK	09/30/12	09/30/12	NC5 at 5P Sun News Channel 5 at 5P Sun	CM	5-530P	-----S	:30	1	\$675.00	P-2	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S	1					\$675.00		0.00			
N 8	KSDK	09/30/12	09/30/12	Sun 6-7A Sun 6-7A	CM	6-7A	-----S	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S	1					\$275.00		0.00			
													Totals	11	\$9,500.00